Author Index to Volume 3

Albaum, Gerald S., 32
Ayal, Igal, 238

Baker, Kenneth G., 32
Berkowitz, Marvin, 251
Blevins, David E., 136
Brown, Warren, B., 127

Conway, H. Allen, 276
Cooper, Robert G., 71

de Bono, Edward, 57
de Brentani, Ulrike, 108
Drozdenko, Ronald, 120

Easingwood, Christopher J., 264

Geschka, Horst, 48
Ginn, Martin E., 158

Hall, William G., 86

Johnson, Neville, 127

Kleinschmidt, Elko J., 71
Knight, Russell M., 195

Leifer, Richard P., 149

McDonough III, Edward F., 149
McGuinness, Norman W., 276
McIntyre, Shelby H., 40
McQuarrie, Edward F., 40
Mensch, Gerhard O., 19
Moak, Donald L., 187

Olleros, Francisco-Javier, 5

Raju, P. S., 225
Ramanujam, Vasudevan, 19
Reidenbach, R. Eric, 187
Rothberg, Robert, 238
Rubenstein, Albert H., 158

Shocker, Allan D., 86
Snyder, Don R., 136

Teotia, A. P. S., 225

Venkatesh, Alladi, 171
Vitalari, Nicholas P., 171

Weinstein, Sidney, 120

Subject Index to Volume 3

Creativity
FROM EXPERIENCE: Creativity Workshops in Product Innovation (Geschka, Horst), 48
Idea Generation in Technology-Based Firms (Conway, H. Allen and McGuinness, Norman W.), 276
Ideas About Thinking: Excerpts from Edward de Bono's "Letter to Thinkers" (de Bono, Edward), 57

Forecasting
Forecasting the Market Penetration of New Technologies Using a Combination of Economic Cost and Diffusion Models (Teotia, A. P. S. and Raju, P. S.), 225
The Impact of Seasonality on the Launch of Infrequently Purchased Products (Berkowitz, Marvin), 251
Pretest Market Models: A Critical Evaluation (Shocker, Allan D. and Hall, William G.), 86

Industry Analysis
Computing Technology for the Home: Product Strategies for the Next Generation (Venkatesh, Alladi and Vitalari, Nicolas P.), 171
Exploring Retail Bank Performance and New Product Development: A Profile of Industry Practices (Reidenbach, R. Eric and Moak, Donald L.), 187
New Product Development for Service Companies (Easingwood, Christopher J.), 264
Product Innovation by Smaller, High-Technology Firms in Canada (Knight, Russell M.), 195

Market Analysis
Computing Technology for the Home: Product Strategies for the Next Generation (Venkatesh, Alladi and Vitalari, Nicholas P.), 171
The Dissemination and Use of Innovative Knowledge (Johnson, Neville and Brown, Warren B.), 127
Focus Groups and the Development of New Products By Technologically Driven Companies: Some Guidelines (McQuarrie, Edward F. and McIntyre, Shelby H.), 40
Forecasting the Market Penetration of New Technologies Using a Combination of Economic Cost and Diffusion Models (Teotia, A. P. S. and Raju, P. S.), 225
FROM EXPERIENCE: The Role of Objective In Vivo Testing in the Product Development Process (Drozdenko, Ronald and Weinstein, Sidney), 120
The Impact of Seasonality on the Launch of Infrequently Purchased Products (Berkowitz, Marvin), 251
Pretest Market Models: A Critical Evaluation (Shocker, Allan D. and Hall, William G.), 86

New Product Planning
Business and Industry Technical Research Cooperation: Some Important Issues (Snyder, Don R. and Blevins, David E.), 136
The Dissemination and Use of Innovative Knowledge (Johnson, Neville and Brown, Warren B.), 127
Emerging Industries and the Burnout of Pioneers (Olleros, Francisco-Javier), 5

Organizing for Innovation
The R&D/Production Interface: A Case Study of New Product Commercialization (Ginn, Martin E. and Rubenstein, Albert H.), 158

Product Concept
Focus Groups and the Development of New Products By Technologically Driven Companies: Some Guidelines (McQuarrie, Edward F. and McIntyre, Shelby H.), 40
FROM EXPERIENCE: Creativity Workshops in Product Innovation (Geschka, Horst), 48

Product Development
A Diagnostic Tool for Identifying Disharmonies Within Corporate Innovation Networks (Mensch, Gerhard O. and Ramanujam, Vasudevan), 19
Do Firms Need a Custom-Designed New Product Screening Model? (de Brentani, Ulrike), 108
Effective Control of New Product Projects: The Interaction of Organization Culture and Project Leadership (McDonough III, Edward F. and Leifer, Richard P.), 149
Exploring Retail Bank Performance and New Product Devel-

opment: A Profile of Industry Practices (Reidenbach, R. Eric and Moak, Donald L.), 187
Focus Groups and the Development of New Products By Technologically Driven Companies: Some Guidelines (McQuarrie, Edward F. and McIntyre, Shelby H.), 40
FROM EXPERIENCE: The Role of Objective In Vivo Testing in the Product Development Process (Drozdenko, Ronald and Weinstein, Sidney), 120
The Impact of Seasonality on the Launch of Infrequently Purchased Products (Berkowitz, Marvin), 251
An Investigation into the New Product Process: Steps, Deficiencies, and Impact (Cooper, Robert G. and Kleinschmidt, Elko J.), 71
Modeling New Product Screening Decisions (Baker, Kenneth G. and Albaum, Gerald S.), 32
New Product Development for Service Companies (Easingwood, Christopher J.), 264
Pretest Market Models: A Critical Evaluation (Shocker, Allan D. and Hall, William G.), 86
The R&D/Production Interface: A Case Study of New Product Commercialization (Ginn, Martin E. and Rubenstein, Albert H.), 158
Strategic Control of R&D Resource Allocations in Diversified Businesses (Ayal, Igal and Rothberg, Robert), 238

Strategy

A Diagnostic Tool for Identifying Disharmonies Within Corporate Innovation Networks (Mensch, Gerhard O. and Ramanujam, Vasudevan), 19
Emerging Industries and the Burnout of Pioneers (Olleros, Francisco-Javier), 5
Product Innovation By Smaller, High-Technology Firms in Canada (Knight, Russell M.), 195
Strategic Control of R&D Resource Allocations in Diversified Businesses (Ayal, Igal and Rothberg, Robert), 238

Technological Innovation

Computing Technology for the Home: Product Strategies for the Next Generation (Venkatesh, Alladi and Vitalari, Nicholas P.), 171
Emerging Industries and the Burnout of Pioneers (Olleros, Francisco-Javier), 5